

**1995**  
**PART TIME**  
**RESOURCE**  
**UTILIZATION**

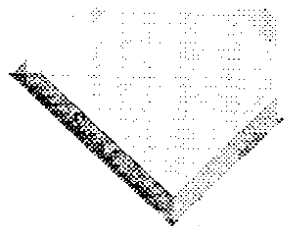
**NORTH JERSEY DIVISION**

*Roy*

# *PART TIME RESOURCES*

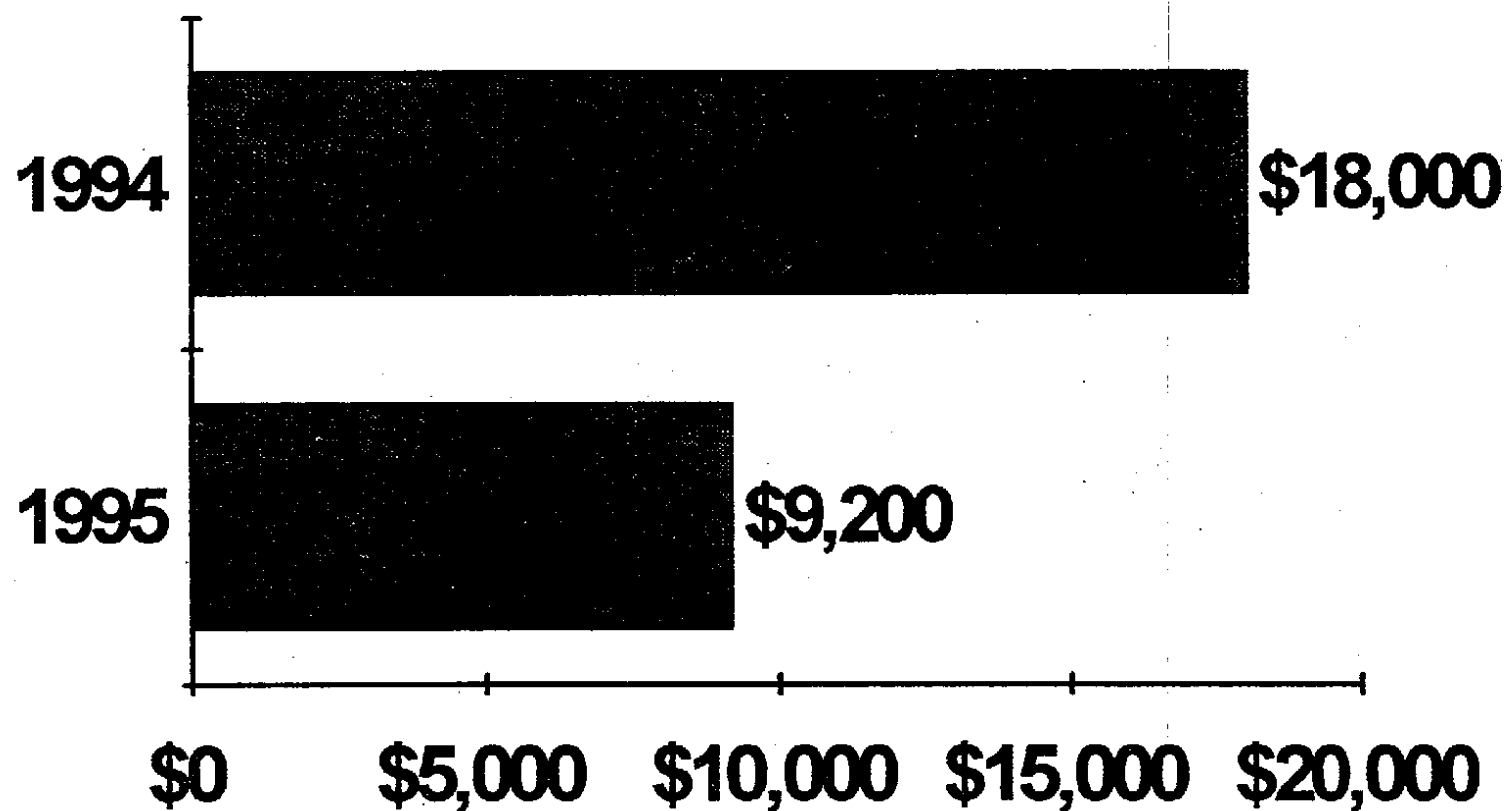
## **- DISCUSSION POINTS**

- REVIEW OF 1994 PART TIME PROGRAM**
- DISCUSS THE "NEW AND IMPROVED" 1995 PROGRAM**
- DISCUSS BENEFITS OF CHANGES**



## 1994 PART TIME BUDGET MONTHLY SPENDING

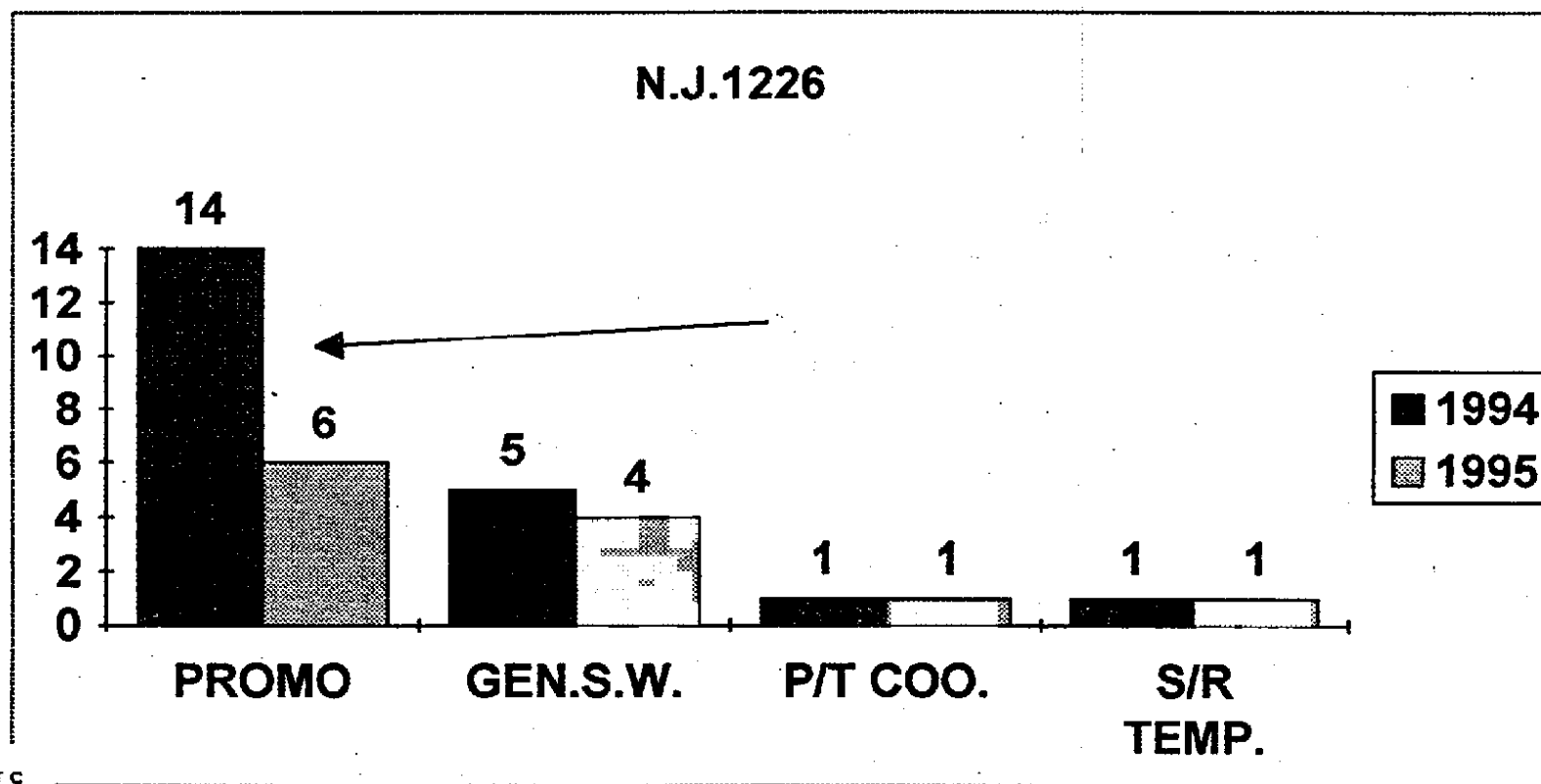
- \$18,000 / MONTH SPENDING IN 1994



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## *PART TIME EMPLOYEE'S 1994*

- 21 TOTAL PART TIME EMPLOYEES  
IN 1994 VERSUS 12 IN 1995



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# **PROMOTIONAL SPECIALIST ACCOUNTABILITIES 1994**

## **ASSISTANT TO SALES REPS**

- ◆ REPORT DIRECTLY TO SALES REPS
- ◆ "LICKING AND STICKING"
- ◆ PLACEMENT OF ADVERTISING
- ◆ UTILIZED HAND HELD COMPUTER
- ◆ REPS COORDINATED ACTIVITY AND  
ROUTED PROMO SPECIALISTS

# **"POSITIVES AND NEGATIVES"**

## **1994 PROGRAM**

### ❖ **POSITIVES**

**ABILITY TO PROMOTE LARGE  
QUANTITY OF CIGARETTES**

**ASSITANCE TO SALES REPS RESULTING IN  
IMPROVED RETAIL PRESENCE**

### **NEGATIVES**

**INCONSISTENT COVERAGE PATTERNS**

**INCONSISTENT DIRECTION**

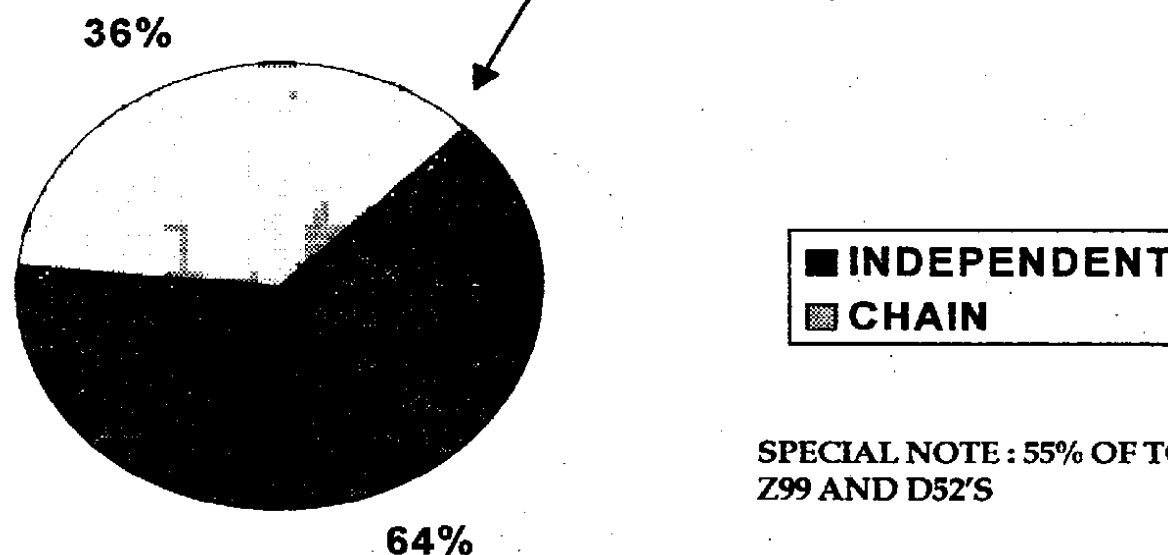
**"WERE THE RIGHT STORES CONTACTED?"**

**P/T'S DID "DIRTY WORK" FOR REPS**

**"DID HIGH VOLUME CHAIN STORES GET THE  
ATTENTION."**

# **NORTH JERSEY DIVISION RETAIL CALLS**

- ❖ CHAIN CALLS MAKE UP 36% OF RETAIL CALLS (EXCLUDING D52/Z99)
- ❖ PROMO SPECIALISTS WILL CONTACT 280 CHAIN CALLS(55%)



**SPECIAL NOTE : 55% OF TOTAL CALLS ARE  
Z99 AND D52'S**

# 1995 PART TIME UTILIZATION NORTH JERSEY DIVISION

**WHAT?**

**WHAT EFFECT WILL THE REDUCED BUDGET HAVE ?**

**WHERE?**

**WHERE WILL THE PROMO SPECIALISTS GO ?**

**WHO?**

**WHO WILL THE P/T'S REPORT TO ?**

**HOW?**

**HOW WILL THEY PERFORM THEIR ACTIVITIES ?**

**WHEN?**

**WHEN WILL THE CHANGES TAKE EFFECT ?**





**WHAT?**

**WHAT EFFECT WILL THE REDUCED  
BUDGET HAVE ?**

**REDUCTION IN MANPOWER**

- 1994 14 PROMO SPECIALISTS
- 1995 6 PROMO SPECIALISTS

**REDUCTION IN HOURS**

- AVERAGE HOURS IN 1994 35
- AVERAGE HOURS IN 1995 28



**WHERE?**

**VERTICAL COVERAGE  
1995**

**WHERE WILL THE PROMOTIONAL  
SPECIALISTS GO?**

**CHAIN STORES - DECISION MAKING DONE AT CHAIN  
HEADQUARTER LEVEL\***

**WEEKLY**

**ACME  
FOODTOWN  
PATHMARK  
SHOP RITE**

**MONTHLY**

**CVS  
DRUG FAIR  
GENOVESE  
JAMESWAY  
K-MART**

**WALGREENS  
THRIFT DRUG  
RITE AID  
QUICK CHECK**

**\* SALES REPS WILL CONTACT IDENTIFIED STORES QUARTERLY**



**WHO?**

**WHO WILL THE PROMOTIONAL REPS  
REPORT TO?**

**TRAINING & DEVELOPMENT MANAGER**

- **PROVIDE CONSISTENT DIRECTION**
- **CONDUCT MONTHLY WORK PLAN MEETINGS**



**HOW?**

**HOW WILL PROMOTIONAL REPS PERFORM  
THEIR ACCOUNTABILITIES ?**

**NEW CALL PROCEDURE GUIDELINES**

- ROTATE / MERCHANDISE
- ORDER BOOK
- ADVERTISE
- WORK PLAN IMPLEMENTATION ( CO-MKTG. / PRICE GAP )
- ADVISE SALES REPS OF COMPLIANCE PROBLEMS
- REPORTING VIA NORAND HAND HELD COMPUTER
- UTILIZE NEW CALL TOOL INFORMATION BINDER

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**WHEN?**

**WHEN WILL THE NEW CHANGES  
TAKE EFFECT ?**

- **MARCH 13 NEW ASSIGNMENTS**
- **MARCH 13-23 R. O. U. TO ASSEMBLE CALL TOOL BINDERS**
- **MARCH 27 NEW CALL TOOL BINDERS PROVIDED TO PROMOTIONAL REPS**

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# **BENEFITS**

- ♣ **PROMOTIONAL REPS WILL HAVE  
FOCUSED DIRECTION**
- ♠ **SALES REPS WILL HAVE ADDITIONAL  
TIME TO ADDRESS THE 3 P'S IN  
INDEPENDENT CALLS ( 17 LESS CHAIN  
CALLS PER MONTH )**
- ♥ **IMPROVED PRODUCTIVITY FOR LESS  
MONEY SPENT**